



New York City at night is a blazing panorama of jeweled lights, with the Empire State Building rising 1,250 feet in the very heart of midtown Manhattan.

WHAT EVERYBODY WANTS TO KNOW ABOUT EMPIRE STATE

LOCATION

West side of Fifth Avenue, between 34th Street and 33rd Street.

DIMENSIONS OF PLOT

197.5 feet on Fifth Avenue, 424.95 on 34th Street and 33rd Street. (This comprises the plot of the old Waldorf Astoria and additional land.)

AREA OF SITE

83,860 square feet—about 2 acres.

HEIGHT OF BUILDING

102 stories above the street, 2 stories below grade, 1,250 feet to the tip of the mooring mast. Sight-seeing Terraces at 86th floor—1,050 feet. Mooring mast extends 200 feet higher with the second Observatory level at 102nd floor. The building is the tallest of its' kind in the world.

CONSTRUCTION

Empire State has 6,400 windows. 10,000,000 bricks were used. There are 200,000 cubic feet of stone, 750,000 pounds of exterior chrome-nickel steel and aluminum, nearly 7 miles of elevator shafts, enough floor space to shelter a city of 80,000.

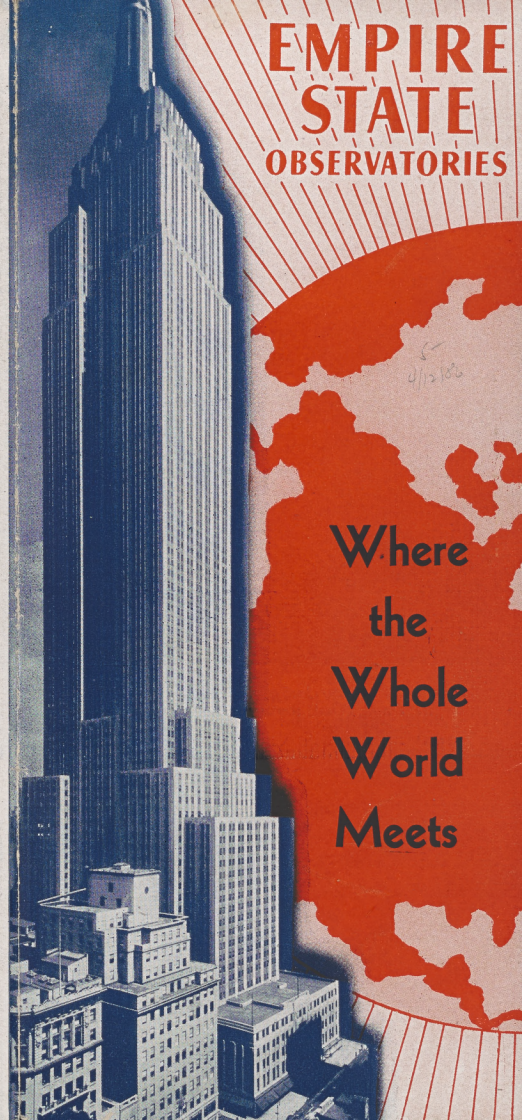
ELEVATORS

61 passenger elevators and 6 freight elevators. All are Otis, signal control, self-leveling. Express cars reach the 80th floor in less than one minute. Tower elevators from the 80th floor to the 86th floor, the mast elevator from 86th floor to Observatory atop the mooring mast. Elevators rise at a speed of 1,000 feet per minute.



EMPIRE STATE OBSERVATORIES

Where
the
Whole
World
Meets



0YU 11812 BOX 62

★ ★ ★ THE GREATEST WONDER OF THEM ALL ★ ★ ★

EVERY KNOWN COUNTRY REPRESENTED

No tour of Paris is complete without a visit to the Eiffel Tower. A trip to Egypt leads inevitably to the Pyramids. In London it is Westminster Abbey that is the first "must" on everybody's itinerary. But the greatest wonder of them all is the Empire State Building which lifts its proud head 1,250 feet above the streets of New York.

Two Observatories circle the Empire State Tower.

The first Observatory at the 86th floor, 1,050 feet above the street, offers a comfortable lounge and writing room, soda fountain, tea room, and cocktail bar in a glass inclosed section that is comfortably heated in winter and swept by cool breezes from the ocean in summer. On this level there are wide outer terraces from which over four million people have watched the ever-changing panorama of New York and its outlying districts since the Tower was opened to the public in May, 1931.

The second inclosed Observatory is at the 102nd floor, — 1,250 feet above the city streets. This exhilarating height affords visitors an even finer opportunity to see New York spread out like a living tapestry beneath them. Its famous sky-line forms a magic circle which incloses the tremendous, ceaseless vitality that is Manhattan. Buses and cars speeding up and down Fifth Avenue resemble tiny fat bugs. Pedestrians look like busy ants hurrying in swarming crowds along the sidewalk, and New York Harbor is still another fascinating sight for visitors

as they stand at the tip of the highest man-made building on earth, wrapped in the magic of the world at their feet.

As the Empire State Observatories are open daily,—including holidays and Sundays, — from nine o'clock in the morning until twelve at night, New York and its outlying districts can be studied by visitors at every hour and in every mood, which accounts for the fact that both Americans and thousands of people from other countries visit the Tower over and over again. Since they may have breakfast, lunch and supper here if they wish, they frequently spend the entire day in the Observatories. Others come up at night to have their favorite drinks at the highest bar on earth, and watch the millions of city lights answer the beckoning stars.

Every known country of the world has been represented in the many millions who have visited the Empire State Observatories since they were opened to the public May 1st, 1931.

These visitors have included kings and queens; princes and princesses; maharajahs; prime ministers; presidents; governors; foreign and American diplomats; admirals; generals, ecclesiastics and educators; stars of stage, screen, opera and radio, as well as champions in all branches of sports. They have all enjoyed it, and so will you.



The Pyramid of Cheops, built about 3733 B.C., is 480 feet in height.



The Leaning Tower of Pisa, begun in 1174 and completed in 1350, is 179 feet.



The Washington Monument, begun in 1848 and completed in 1888, is 555 feet.



The Eiffel Tower in Paris was built in 1889 and is 984 feet.



The Empire State Building, completed in 1931, is 102 stories and 1,250 feet.

NORTH

EAST

To the North you look across Central Park; past the George Washington Bridge, for fifty miles up the Hudson

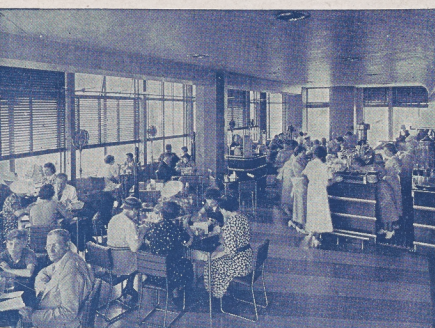
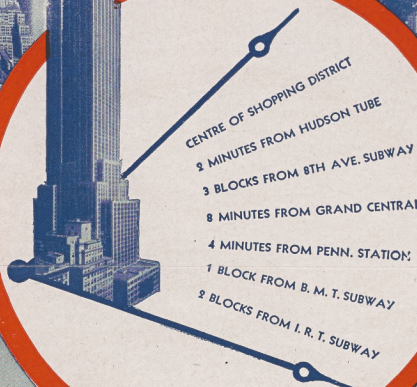
Across East River is Long Island, with Brooklyn and Queens stretching to the far horizon

WEST

SOUTH

To the West is New Jersey, with its winding Hackensack River; its famous Pulaski Skyway, and the Orange Mountains

To the South can be seen the spires of lower Manhattan, gracefully silhouetted against New York Harbor



Guests enjoy the tea-room in the 86th floor Observatory

Are you one of the millions who have beheld the sunset glory, the midnight stars, or the jeweled night lights of New York from the Empire State Observatories 1,250 feet above the city streets? It is an experience no one should miss.



All sorts of attractive souvenirs may be bought on the Tower